PTO/SB/31 (01-08)
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NOTICE OF APPEAL FROM THE EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES	Docket Number (Optional) 249768082US

	In re Application of Scholl et al.

Application Number 10/748,759-Conf. #2699	Filed December 30, 2003

For METHOD AND SYSTEM FOR GENERATING AND PLACING
KEYWORD-TARGETED ADVERTISEMENTS

Art Unit 3622	Examiner Y. Retta

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner.

The fee for this Notice of Appeal is (37 CFR 41.20(b)(1)) $ 510.00

[ ] Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown
     above is reduced by half, and the resulting fee is: $

[ ] A check in the amount of the fee is enclosed.

[x] Payment by EFT Account No. SEA1PIRM.

[ ] The Director has already been authorized to charge fees in this application to a Deposit Account.
     I have enclosed a duplicate copy of this sheet.

[x] The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to
     Deposit Account No.   50-0665   .

[ ] A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed.

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BE INCLUDED ON THIS FORM. PROVIDE CREDIT CARD INFORMATION AND AUTHORIZATION ON PTO-2038.

I am the

[ ] applicant /inventor.

[ ] assignee of record of the entire interest.
     See 37 CFR 3.71. Statement under 37 CFR 3.73(b)
     is enclosed. (Form PTO/SB/96)

[x] attorney or agent of record.

     Registration number   33,273

[ ] attorney or agent acting under 37 CFR 1.34.

     Registration number if acting under 37 CFR 1.34.

Maurice J. Pirio
Signature

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Typed or printed name

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Telephone number

1 - 31 - 0 r
Date

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required.
Submit multiple forms if more than one signature is required, see below*.

[x] *Total of   1   forms are submitted.